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Hoyo, Mercedes del (Univ. del País Vasco. Fac. de CC. Sociales y de la Comunicación. Dpto. Periodismo II. Apdo. 644. 48080 Bilbao): La lengua de las primeras gacetas vascas (The Language in the First Gazzetes of Basque Country) (Orig. es)

In: *Mediatika*. 7, 15-38

Abstract: The first gazettes from the Basque Country date from the 17th century. Their essence is one of the times that they chronicle and the language of those times. They represent a new form of communication, a journalistic style which at the point in history we are talking about only had one vehicle: The written Spanish. This explains the significance of studying their languages: to gain insight not just into a particular linguistic usage but also into a different world and a different way of describing it.

Key Words: Communication. Language. Journalism. History.

Muxika Arrieta, Joxemari (Eusko Ikaskuntza. Miramar Jauregia. Miracóncha, 48. 20007 - Donostia): Gaztelaniaz idatzitako prentsaren zabalkundea Hego Euskal Herrian (Diffusion of the Press Written in Spanish in the Peninsular Basque Country) (Orig. eu)

In: *Mediatika*. 7, 39-67

Abstract: This research is about the diffusion that press written in Spanish has in the Peninsular Basque Country. We have analysed the publications that are daily, weekly and monthly or more. We identified those publications and the diffusion they have in the Peninsular Basque Country for each region and overall. It is worth to mention that each family reads more than 0,53 daily, 1,13 weekly and 0,29 monthly papers. The diffusion that happens in the Peninsular Basque Country is the highest in the whole area that this press takes. However, we can see that the diffusion taken by the press written in Basque is very small if you compare it with the press written in Spanish.

Key Words: Spanish Written Press. Basque Country and Nafarroa. Region. Diffusion. Audience. Weekly Paper. Daily Paper. Monthly Paper.

Arana, Edorta (Univ. del País Vasco. Fac. de CC. Sociales y de la Comunicación. Dpto. de Comunicación Audiovisual y Publicidad. Apdo. 644. 48080 Bilbao): Telediaros y homogenización informativa en Televisión. La dictadura del formato televisivo (Newsreels and Informative Homogenization in Television. The Dictatorship of the Television Format) (Orig. es)

In: *Mediatika*. 7, 71-78

Abstract: Content analysis has devoted much effort to scrutinising the messages of the television newscasts and somewhat less to analysing the formal component of "news". This article starts with the premise that format transmits a logic in order to understand the events which end up colonising our perception of "reality". Later, and with examples of newsreels from our immediate environment, a more thorough study is made of the various strata and content levels that sometimes make them so heterogeneous.

Key Words: Television newsreels. Content analysis. Format.

Cantalapiedra, María José (Univ. del País Vasco. Fac. de CC. Sociales y de la Comunicación. Dpto. de Periodismo II. Barrio Sarriena s/n. 48940 Leioa): Uso y evolución de las fuentes locales en la prensa diaria vizcaína (1975-1995) (Use and Evolution of the Local Sources in the Daily Press in Bizkaia (1975-1995)) (Orig. es)

In: *Mediatika*. 7, 79-91

Abstract: This article tries to make a review of the information sources to which the local sections of our newspapers resort. In the same way, this work revises their evolution in the last twenty years. The most significant changes in this period take place in the nature of the source, with a greater presence of the considered institutionals, and in the fall of text which do not specify it.

Key Words: Written Press. Local Information. Information Sources. Professional Practice.

Niebel, Ingo (Bergischer Ring, 49. D - 51063 Köln E-mail: ingo-niebel@csi.com): *Multimedia*. Un reto para periodistas e historiadores de la Sociedad de la Información (*Multimedia*. A Challenge for Journalists and Historians in the Society of Information) (Orig. es)

In: *Mediatika*. 7, 95-102

Abstract: This article introduces, in the form of a short essay, a series of reflections about the new multimedia technologies in the current context of the Society of Information. The discussion on the ethical sense of the employment of such technologies before the citizens prevails in the treatment of these considerations. In this regard, the adjustment of multimedia technologies to the principles of journalistic practice and those of the dissemination of History are outlined from a professional point of view.

Key Words: *Multimedia*. Journalism. History. Ethics.

Hierro, Manuel (Washington Univ. 2405 E. Locust Street. Apto. 6. Milwaukee, WI 53211 – EE.UU.): La comunicación callada de la literatura: reflexión teórica sobre el *diario íntimo* (The Quiet Communication of Literature: A Theoretical Reflection on the *Journal Intime*) (Orig. es)

In: *Mediatika*. 7, 103-127

Abstract: Historically the journal intime, or private diary, has been considered an heterogeneous and ambiguous literary category because in its origin it is not destined to leave the confines of the personal secret space. This essay seeks to meditate over three domains that mark the journal intime: the present time in which the diarist writes and is written, intimacy, and personal identity, in addition to tracing its course in the extensive geography of literature. Through the practice of this writing the diarist is able to construct an image of him/herself and the surrounding world, and thereby become aware of him/herself. This capacity for reflection and introspection allows the reader to interrogate the author and understand how s/he represents him/herself through the intimate experience of language.

Key Words: Journal Intime. Intimacy. Time. Self-Consciousness. Personal Identity. Literary genre.

Ortega Gallarzagoitia, Elene (Machín, 6 – 5º A. 48012 - Bilbao): Los mitos y su narratividad en *Tierra* de Julio Medem. Un ensayo hermenéutico (Myths and their Narrative in *Tierra* by Julio Medem. A Hermeneutic Trial) (Orig. es)

In: *Mediatika*. 7, 129-147

Abstract: The film *Tierra* (Earth) by Julio Medem, offers notable possibilities for a study from the point of view of mythocriticism. It is structured around three characters who respond to certain mythical figures. The main character, Ángel, is a contradictory hero in that he offers various symbolic facets. The two women for one of which he is struggling to decide, Ángela and Mari, correspond to two separate feminine archetypes. The most important of both is Mari, whose name and attributes relate to the main divinity in Basque mythology: the Goddess Mari. we apply a methodological study on such mythical figures and their development which endeavours to discover the presence of classic archetypes in cinema narrative: this is one of the bases that configure media culture.

Key Words: Hermeneutics. Julio Medem. *Tierra*. Mythocriticism. Hero. Basque Mythology.

Landa Montenegro, Carmelo (Eusko Ikaskuntza. María Díaz de Haro, 11 – 1º. 48013 Bilbo): Recopilación de Tesis Doctorales sobre Comunicación en las Universidades del País Vasco: una aproximación (1964-1995). 2.ª parte (Collection of Doctorate Theses on Communication in the Different Universities of the Basque Country: An Approach (1964-1995). 2nd part) (Orig. es)

In: *Mediatika*. 7, 151-170

Abstract: This article is a follow up of the one appeared in the issue number 6th of *Mediatika*. There we were presenting a compilation of the Doctorate Thesis about Communication approved in the Universities of the Basque Country during three decades (1964-1995). On this occasion, after a brief introduction, we distribute the authors of the theses in different indexes: *Chronological Index*; *Index According to University Centres*; *Index of the Basque Section*; and *Index of Authors of Theses in Basque Language*.

Key Words: Universities. Doctorate Theses. Communication. Mass Media. Documentation.

Díaz Noci, Javier (Univ. del País Vasco. Fac. de CC. Sociales y de la Comunicación. Barrio Sarriena, s/n. 48940 Leioa): Publicaciones periódicas en lengua vasca en la Biblioteca de Estudios Vascos de la Universidad de Reno, Nevada (Periodical Publications in Basque in the Basque Studies Library at Reno University, Nevada) (Orig. es)

In: *Mediatika*. 7, 171-191

Abstract: In this article we give a relation of the periodicals being in the Basque Studies program library of the University of Nevada, Reno, one of the most important centres in the world dedicated to research on Basque topics. The list includes not only the journals, reviews and magazines wholly written in Basque language, but also the periodicals that have in almost every issue some text in Basque, and because of that can be considered bilingual. This research completes and follows our *Euskarazko aldizkari, egutegi eta almanaken errolda (1834-1959)* book, published by the Basque Studies Society in 1995.

Key Words: Periodicals. Journals. Reviews. Magazines. Journalism History. Basque Language. Basque Country. Nineteenth and Twentieth centuries.

Book reviews Ten reviews. In: *Mediatika*. 7, 195-215

Aginagalde Arrizabalaga, Koldo (Eusko Ikaskuntza. San Antonio, 41. 01005 – Vitoria-Gasteiz): *Mediatika Electrónica*. Anotaciones para el análisis de los usos de creación y comunicación audio.visual del Arte Contemporáneo (*Mediatika Electrónica*. Annotations for an Analysis of the Uses of Audiovisual Creation and Communication of Contemporary Art) (Orig. es)

In: *Mediatika*. 7, 219-237

Abstract: The author seeks to incorporate the consideration of artistic creation and of an author's *WEB* Page into a reflection orientated towards the design of a product that is to be channelled through the Internet. The objective is to offer arguments on which to base future transmission initiatives of interdisciplinary knowledge and of interactive expression that can be crystallise in an electronics magazine based on critical models of communication and the media. The theoretical formulation stems from this question: Can *WEB* Page design be a work of art? The new means induces us to revise the limits of our terminology from the point of view of an aesthetics as demanded by the artistic forms of interactivity and multimedia in the Net.

Key Words: Internet. *WEB* Page. Electronic Issue. Magazine. Communication. Interactivity. Art.

Brea, José Luis (Apartado 117. 28200 San Lorenzo de El Escorial): *Aleph*: Foro electrónico de debate y creación (*Aleph*: Electronic Discussion and Creativity Forum) (Orig. es)

Abstract: *Aleph* is a knot of interactions and artistic and cogitative proposals in the net, a knot that is open to multiple processes, to various experiments of collaboration and authorship. One of its founders, José Luis Brea, who is a teacher at the University of Cuenca and the author of various critic essays on contemporary art, informs us about this initiative located in the net (<http://aleph-arts.org>).

Key Words: Communication. Thought. Research. Art. Electronic Issue. Internet. *WEB* Page.